

Patriot Mobile

Nailing the Niche

Patriot Mobile is a mobile carrier that sells postpaid and prepaid services to politically conservative Americans.

Patriot Mobile, a recently launched MVNO, donates proceeds from their customers' monthly wireless bill to support conservative causes.

Patriot is gaining market share through their decisive marketing approach. Speaking directly to their conservative-thinking base through affinity and digital marketing channels, as well as influential media affiliations, they have been gaining momentum.

The secret behind Patriot's early success is their clearly defined target market niche, a compelling offer that resonates with their audience, and their well thought out marketing approach.

Patriot chose Sprint because of the value placed on, and its commitment to the MVNO space. And, conversely, Sprint signed agreements with Patriot because they have characteristics of a successful MVNO including strong business, marketing and financial

“We chose to work with Sprint because it’s clear that they really value the MVNO Business,” says Glenn Story, CEO Patriot Mobile. “The people at Sprint are truly some of the brightest I’ve had the pleasure of working with.”

